What is claimed is:

1. A method of making a magnetic pavement marker comprising the steps of:

forming an array of magnetic pavement elements interconnected by a carrier web; and

forming a frangible connection between the magnetic pavement elements and the carrier web.

2. The method of claim 1 wherein the step of forming the magnetic pavement elements interconnected by a carrier web comprises the step of integrally forming the magnetic pavement elements and the carrier web.

3. The method of claim 1 wherein the step of forming the magnetic pavement elements interconnected by a carrier web comprises the step of bonding the magnetic pavement elements to the carrier web.

4. The method of claim 1 wherein the step of forming the magnetic pavement elements interconnected by a carrier web comprises the steps of bonding the carrier web to an upper surface of the magnetic pavement elements.

5. The method of claim 1 wherein the magnetic pavement elements comprise magnetic particles distributed in a binder.

6. The method of claim 1 further comprising the step of inducing an alternating polarity along the array of magnetic pavement elements.

7. The method of claim 1 further comprising the steps of:

applying a pressure sensitive adhesive to a rear surface of the magnetic pavement elements; and

applying a release liner over the adhesive.

8. The method of claim 1 wherein the step of forming a frangible connection comprises the step of at least partially severing the carrier web around a perimeter of the magnetic pavement elements.

9. The method of claim 1 wherein the carrier web is selected from a group consisting of a polymeric films, paper, a liner, a screen, a mat, a nonwoven web, an open scrim, or a film or nonwoven web of a water-soluble or water-dispersible polymeric material.

10. A method for applying the array of magnetic pavement elements of claim 1 to a pavement surface comprising the steps of:

interposing an adhesive between the magnetic pavement elements and the pavement surface; and

engaging the adhesive to the pavement surface under pressure.

11. The method of claim 10 further comprising the step of removing a portion of the carrier web between adjacent magnetic pavement elements to form an array of discrete magnetic pavement elements adhered to a pavement surface.

12. A method for making a magnetic pavement marker comprising the steps of forming an array of

magnetic pavement elements in a predefined pattern on a conformable carrier web.

13. The method of claim 12 wherein the conformable carrier web comprises an extensible carrier web.

14. A method for applying the array of magnetic pavement elements of claim 12 to a pavement surface comprising the steps of:

interposing an adhesive between the magnetic pavement elements and the pavement surface; and

engaging the adhesive to the pavement surface under pressure.

15. A magnetic pavement marker attachable to a pavement surface comprising:

an array of magnetic pavement elements interconnected by a carrier web; and

a frangible connection between the magnetic pavement elements and the carrier web.

16. The article of claim 15 wherein the carrier web and the magnetic pavement elements are integrally formed.

17. The article of claim 15 wherein the magnetic pavement elements are bonded to the carrier web.

18. The article of claim 15 wherein the carrier web is bonded to upper surfaces of the magnetic pavement elements.

19. The article of claim 15 further comprising a pressure sensitive adhesive applied to a rear surface of the magnetic pavement elements, and a release liner extending over the adhesive.

20. The article of claim 15 further comprising an adhesive interposed between the magnetic pavement elements and the pavement surface.